

## Message Text

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ORIGIN ARA-10

INFO OCT-01 ISO-00 COME-00 EB-07 /018 R

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R 070202Z AUG 76

FM SECSTATE WASHDC

TO ALL AMERICAN REPUBLIC DIPLOMATIC POSTS

USCINCSO

UNCLAS STATE 196223

INFORM CONSULS RIO DE JANEIRO AND SAO PAULO

E.O. ,1652: N/A

TAGS: XM, ETRD, BEXP

SUBJECT: SECRETARY'S OASGA INITIATIVES-USDOC EXPORT  
PROMOTION ADVISORY SERVICES

1. AS A FOLLOW-THROUGH TO THE SECRETARY'S OFFER AT THE  
SANTIAGO OASGA OF USDOC ADVISORY ASSISTANCE IN THE DEVELOP-  
MENT OF EXPORT PROMOTION PROGRAMS,  
ACTION POSTS ARE REQUESTED TO EXPLORE INFORMALLY WITH HOST  
GOVERNMENT OFFICIALS THE POSSIBLE UTILIZATION BY HOST GOV-  
ERNMENT OF THE OFFER. THE PURPOSE OF THE CALL IS TO DES-  
SCRIBE THE TYPES OF ADVISORY SERVICES THAT USDOC WOULD BE  
ABLE TO PROVIDE, AND DETERMINE TO THE EXTENT POSSIBLE WHAT  
TYPES OF REQUESTS, IF ANY, MIGHT BE FORTHCOMING DURING THE  
NEXT YEAR. NO COMMITMENT SHOULD BE MADE, HOWEVER, UNTIL  
THE FEASIBILITY OF EACH REQUEST IS DETERMINED BY STATE  
AND COMMERCE.

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2. TWO SPECIFIC ACTIONS HAVE ALREADY BEEN UNDERTAKEN BY USDOC IN RESPONSE TO BRAZILIAN GOVERNMENT REQUESTS.

A. AN EXPORT PROMOTION OFFICIAL OF THE STATE OF SAO PAULO HAS CONSULTED AT U.S. TRADE CENTERS IN EUROPE AND WITH THE BUREAU OF INTERNATIONAL COMMERCE IN WASHINGTON ON PROGRAM PLANNING AND OPERATIONS.

B. USDOC HAS AGREED TO PARTICIPATE IN A SERIES OF EXPORT PROMOTION SEMINARS IN BRAZIL IN OCTOBER. PRINTED MATERIALS FOR PARTICIPANTS AND A SPEAKER AT EACH SEMINAR WILL BE PROVIDED.

3. WHILE THESE TWO EXAMPLES ARE TYPICAL OF THE TYPES OF ADVISORY SERVICES USDOC IS PREPARED TO OFFER, VARIATIONS ON THESE THEMES, AS WELL AS OTHER KINDS OF CONSULTATIONS AND ADVICE, ARE ALSO POSSIBLE. WITHIN LIMITATIONS, PRINTED MATERIALS AND THE TIME OF BIC STAFF CAN BE PROVIDED FOR CONSULTATION IN WASHINGTON, IN THIRD COUNTRIES, AND IN LATIN AMERICA, SUCH AS THE BRAZIL SEMINARS. ATTEMPTS WILL BE MADE TO RESPOND POSITIVELY TO ALL REQUESTS FROM LATIN AMERICAN GOVERNMENTS FOR TECHNICAL ADVICE ON PROMOTION TECHNIQUES AND PERSONNEL TRAINING, BUT STATUTORY AND MANPOWER CONSTRAINTS WILL NATURALLY DETERMINE THE EXTENT OF USDOC'S ASSISTANCE IN EACH CASE. CLOSE COORDINATION WITH POSTS IS REQUIRED, THEREFORE, FOR ARA COUNTRIES TO HAVE A FULL OPPORTUNITY TO DRAW ON USDOC EXPORT PROMOTION EXPERIENCE, WHILE AT THE SAME TIME ENSURING THAT REQUESTS FOR ASSISTANCE ARE BOTH FEASIBLE FOR USDOC TO UNDERTAKE AND PERTINENT TO HOST GOVERNMENT EXPORT PROMOTION GOALS AND CAPABILITIES.

4. ALTHOUGH THIS INITIATIVE WAS ADDRESSED TO OAS MEMBER GOVERNMENTS, THE OFFER IS OPEN TO ALL LATIN AMERICAN/ CARIBBEAN NATIONS.

5. ACTIONS REQUESTED:

A. THE EMBASSY IS ASKED TO BRING THE U.S. OFFER TO THE ATTENTION OF THE APPROPRIATE HOST GOVERNMENT EXPORT UNCLASSIFIED

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PROMOTION OFFICIAL.

B. PLEASE REPORT, BY SEPTEMBER 1, ON THE RESULTS OF THIS MEETING. THIS REPORT SHOULD INDICATE THE DEGREE OF INTEREST IN USDOC ADVISORY SERVICES AND, IF POSSIBLE, DESCRIBE WHAT TYPE OF ASSISTANCE THE HOST GOVERNMENT MIGHT FIND USEFUL DURING THE COMING YEAR.

C. SINCE ACTUAL COMMITMENTS FOR USDOC ADVISORY SERVICES MUST BE MADE IN WASHINGTON, USDOC/STATE WILL PROVIDE FURTHER GUIDANCE TO EACH POST THAT REPORTS OFFICIAL EXPRESSIONS OF TENTATIVE INTEREST IN SOME FORM OF USDOC ASSISTANCE. SUCH GUIDANCE WILL BE AIMED AT HELPING THE POSTS FOLLOW THROUGH BY ADVISING HOST GOVERNMENTS ON DRAWING UP SPECIFIC, FEASIBLE REQUESTS. HABIB

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
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**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 07 AUG 1976  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
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**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
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**Subject:** SECRETARY'S OASGA INITIATIVES-USDOC EXPORT PROMOTION ADVISORY SERVICES  
**TAGS:** ETRD, BEXP, XM, US  
**To:** ALL POSTS  
USCINCSO  
**Type:** TE  
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